

JENNIFER ENFIELD

Jenny Enfield is the Massachusetts High Technology Council's first Director of Digital Communications. She leads all aspects of the Council's communications with members and external audiences and is responsible for developing and implementing the Council's communications strategies. These efforts include creating and managing content for the Council's website, social media platforms, and other digital channels, and overseeing the production and distribution of internal and external communication materials, such as statements, press releases, presentations, and marketing collateral. Jenny also manages the preparation and production of Council meetings and events, including the Council's Annual Meeting and Board Meetings. In addition to these duties, she helps manage the Council's flagship initiative, MassVision2050, a sustained, multi-year collaboration between private, public, and academic leaders focused on generating bold ideas for Massachusetts' future.

Prior to joining the Council, Jenny was a Public Relations Account Executive and Social Media Manager at The Castle Group where she worked to develop and implement integrated public relations strategies with clients from a range of industries including financial and professional services, technology, healthcare, higher education, hospitality and tourism, and nonprofit. As Social Media Manager, Jenny implemented a comprehensive social media strategy that transformed the Firm's online presence by integrating all marketing channels including social media, search engine optimization (SEO), content writing, and digital marketing.

Outside of work, Jenny enjoys spending time with family and friends, traveling, and volunteering for Communities for People, an organization that serves youth and families in Massachusetts and Rhode Island through a variety of community-based programs and services, including residential programs, managed care networks, adoption support, treatment foster care, outpatient services, home-based services, and independent living skills development.

A native of Weston, Massachusetts, Jenny holds a Bachelor of Arts degree in Strategic Communications from Quinnipiac University, where she was a member of the Lambda Pi Eta National Honor Society and graduated cum laude.